

WHAT WE CLAIM IS:

1. A method for generating applications from candidates interested in attending an educational institution comprising the steps of:
  - (a) accessing a candidate database containing personal information;
  - (b) profiling the candidates according to criteria established by the educational institution:
  - (c) segmenting the profiled candidates into a target group;
  - (d) providing a web site containing links to a survey and to the partial application;
  - (e) assigning a unique access number ("PIN") to each candidate in the target group;
  - (f) electronically mailing each candidate in the target group the assigned PIN and an invitation to use the PIN to access the web site;
  - (g) providing each candidate accessing the web site and indicating a continuing interest in the educational institution with electronic access to a partial application;
  - (h) for each candidate who electronically accesses a partial application, customizing the partial application with personal information from the database;
  - (i) compiling the partial applications which have been electronically completed; and
  - (j) transmitting the partial applications to the educational institution.
2. The method of Claim 1 including the step of providing a personalized acknowledgement of each partial application received.
3. The method of Claim 2 including the step of updating the database with information from the partial application.

4. The method of Claim 3 including the steps of inviting each candidate to submit a full application; and

providing electronic access through use of the PIN to a full application customized with personal information from the updated database.

5. The method of Claim 4 including the step of offering each candidate invited to submit a complete application an incentive to submit the full application.

6. The method of Claim 5 wherein the incentive is selected using criteria established by the educational institution for the target group.

7. A method for generating electronic applications from candidates who respond to a web based survey consisting of the following steps:

(a) accessing a database containing information related to candidates who have expressed an interest in attending an educational institution;

(b) assigning a unique access number ("PIN") to each candidate;

(c) electronically mailing each candidate a personalized communication that contains the assigned PIN and invites the candidate to use the assigned PIN to access access a web based survey;

(d) updating the database with information from the web based survey;

(e) providing each candidate who indicates a continuing interest in the educational institution with the opportunity to access a partial application form customized with information from the updated database; and

(f) acknowledging completion of the partial application and providing an opportunity to electronically access and complete a full application.

8. The method of Claim 7 including the additional steps of compiling and forwarding partial applications to the educational institution.

9. A method of generating applications for admission to an educational institution from candidates identified in a database comprising the steps of electronically providing candidates with a partial application personalized with information from the database and the opportunity for the electronic submission of the completed partial application.

10. A method of generating applications for admission to an educational institution from candidates who have electronically submitted a partial application comprising the steps of electronically acknowledging receipt of the partial application and providing the candidate with the opportunity to electronically complete and to electronically submit a full application.

11. A method of evaluating the process of soliciting applications from candidates for admission to an educational institution comprising the steps of comparing the number of candidates invited to participate in a web site survey with the number of candidates from whom a partial application is received and with the number of candidates from whom a full application is received.